## IN THE UNITED STATES DISTRICT COURT FOR THE NORTHERN DISTRICT OF ILLINOIS

IN RE: HAIR RELAXER MARKETING, SALES PRACTICES, AND PRODUCTS LIABILITY LITIGATION	MDL No. 3060 Master Docket Case No. 1:23-cv-00818 Honorable Mary M. Rowland
CHARLENE FENNELL, v.	
REVLON CONSUMER PRODUCTS CORPORATION, REVLON GROUP HOLDINGS LLC, REVLON, INC., L'ORÉAL USA, INC., L'ORÉAL USA PRODUCTS, INC., SOFTSHEEN- CARSON LLC., GODREJ SON HOLDINGS, INC., AND STRENGTH OF NATURE, LLC.	SHORT-FORM COMPLAINT AND JURY DEMAND  Civil Action No. 1:23-cv-6154

- 1. Plaintiff(s)/Injured Party/Decedent (hereinafter, "Plaintiff(s)") incorporate by reference Plaintiffs' Master Long Form Complaint in *In Re: Hair Relaxer Marketing, Sales Practices and Products Liability Litigation*, MDL 3060, filed as of May 15, 2023, as Document Number 106.
- 2. Plaintiff(s), <u>Charlene Fennell</u>, file(s) this Complaint pursuant to CMO No. 2 and is to be bound by the rights, protections and privileges, and obligations of that CMO and other Orders of the Court. Further, in accordance with CMO No. 2, Plaintiff(s) hereby designate(s) the United States District Court for the <u>District of New Jersey</u> as Plaintiff's designated venue ("Original Venue"). Plaintiff makes this selection based upon one (or more) of the following factors (please check the appropriate box(es)):
  - X Plaintiff currently resides in <u>Ewing, New Jersey</u>;
  - X Plaintiff purchased and used Defendant(s)' products in <a href="Ewing, New Jersey">Ewing, New Jersey</a>, <a href="Trenton">Trenton</a>, <a href="New Jersey">New Jersey</a> and <a href="Hamilton">Hamilton</a>, <a href=
  - \_\_\_\_ The Original Venue is a judicial district in which Defendant \_\_\_\_\_

X

of injury.

(28 U.S.C. § 1391(b)(1)).

The Original Venue is a judicial district in which a substantial part of the events or omissions giving rise to the claim occurred, specifically (28 U.S.C. §

1391(b)(2)): Plaintiff's product purchase and use, as well as diagnosis and treatment

resides, and all defendants are residents of the State in which the district is located

 There is no district in which an action may otherwise be brought under 28 U.S.C. § 1391, and the Original Venue is a judicial district in which Defendant
is subject to the Court's personal jurisdiction with respect to this action (28 U.S.C. § 1391(b)(3)).
Other reason (please explain):

- 3. For purposes of diversity jurisdiction, Plaintiff is a citizen of <u>New Jersey</u> (State/Territory).
- 4. Plaintiff is suing the following Defendants, and for purposes of diversity, whose State of Incorporation/Formation and Principal Place of Business is as follows:

Check All Applicable Defendants	Defendant	State of Incorporation or Formation	Principal Place of Business
	AFAM Concept, Inc. d/b/a JF Labs, Inc.	Illinois	Illinois
	Avlon Industries	Illinois	Illinois
	Beauty Bell Enterprises LLC f/k/a House of Cheatham, Inc.	Georgia	Georgia
	Dabur International Ltd.	Isle of Man	Dubai
	Dabur International USA Ltd.	India	Illinois
	Dermoviva Skin Essentials, Inc.	Delaware	New Jersey
$\boxtimes$	Godrej SON Holdings, Inc.	Georgia	Georgia
	House of Cheatham LLC	Delaware	Georgia
$\boxtimes$	L'Oréal USA, Inc.	Delaware	New York
$\boxtimes$	L'Oréal USA Products, Inc.	Delaware	New York

Check All Applicable Defendants	Defendant	State of Incorporation or Formation	Principal Place of Business
	Luster Products, Inc.	Illinois	Illinois
	McBride Research Laboratories, Inc.	Georgia	Georgia
	Namaste Laboratories LLC	Illinois	Illinois
$\boxtimes$	Revlon Consumer Products Corporation	Delaware	New York
$\boxtimes$	Revlon Group Holdings LLC	Delaware	Delaware
$\boxtimes$	Revlon, Inc.	Delaware	New York
$\boxtimes$	SoftSheen-Carson LLC	New York	New York
$\boxtimes$	Strength of Nature, LLC	Georgia	Georgia
	Other (Please identify):		
	Other (Please identify):		
	Other (Please identify):		

## CASE SPECIFIC FACTS REGARDING HAIR RELAXER PRODUCT USE AND INJURIES

- 5. Upon information and belief, Plaintiff began using hair relaxer products on or about the following date 1983 and if applicable, stopped using hair relaxer products on or about the following date: 2019.
- 6. Upon information and belief, Plaintiff used the following hair relaxer products, which Plaintiff contends caused and/or contributed to their injury(ies) and brings claims against the following Defendants:

<u>Defendant</u>	Product List (Select All Applicable Products)
	Hawaiian Silky- Crème Conditioning No Lye Silky Smooth Sheen Relaxer
	Hawaiian Silky - Herbal No Lye Conditioning Relaxer System with Tea Tree & Avocado Oil - 2 Applications
AFAMC	Vitale - Olive Oil Anti-Breakage Relaxer No Base with Shea Butter - Regular Strength
AFAM Concept, Inc. d/b/a JF Labs, Inc.	Vitale Pro - New Texture Salon Exclusive Hair Relaxer
	Vitale Mo'Body - Shea Butter Sensitive Scalp Relaxer with Oatmeal Protein
	Vitale - Life and Body - Hair Relaxer with Aloe Vera - Smooth Silky Texture
	Other (please specify):
Avlon Industries, Inc.	Affirm Crème Relaxer
	Affirm Sensitive Scalp Relaxer
	Affirm Dry & Itchy Scalp Relaxer
	Affirm FiberGuard Conditioning Crème Relaxer
	Affirm FiberGuard Sensitive Scalp Conditioning Relaxer
	Other (please specify):
Beauty Bell Enterprises, LLC	Africa's Best Herbal Intensive No-Lye Relaxer System
f/k/a House of	Originals by Africa's Best Originals Olive Oil Conditioning Relaxer
Cheatham, Inc.	Organics by Africa's Best Olive Oil Conditioning Relaxer System with Extra Virgin Olive Oil
	Originals by Africa's Best Kids Originals Natural Conditioning Relaxer System
	Organics by Africa's Best Kids Organic Conditioning Relaxer System
	Organics by Africa's Best Kids Natural Conditioning Relaxer System
	Texture My Way Men's Texturizing Kit
	Texture My Way Women's Texturizing & Softening System

<b>Defendant</b>	Product List (Select All Applicable Products)
	Other (please specify):
House of Cheatham, LLC	<ul> <li>□ Africa's Best Herbal Intensive No-Lye Relaxer System</li> <li>□ Originals by Africa's Best Originals Olive Oil Conditioning Relaxer</li> <li>□ Organics by Africa's Best Olive Oil Conditioning Relaxer System with Extra Virgin Olive Oil</li> <li>□ Originals by Africa's Best Kids Originals Natural Conditioning Relaxer System</li> <li>□ Organics by Africa's Best Kids Organic Conditioning Relaxer System</li> <li>□ Organics by Africa's Best Kids Natural Conditioning Relaxer System</li> <li>□ Texture My Way Men's Texturizing Kit</li> <li>□ Texture My Way Women's Texturizing &amp; Softening System</li> <li>□ Other (please specify):</li> </ul>
L'Oréal USA, Inc./ L'Oréal USA Products, Inc./ SoftSheen-Carson LLC	□ Dark and Lovely Beautiful Beginnings No-Mistake Smooth Relaxer         □ Dark and Lovely Beautiful Beginnings No Mistake Curl Softener         □ Dark and Lovely Healthy Gloss 5 Shea Moisture No Lye Relaxer         □ Dark and Lovely Triple Nourished Silkening Relaxer         □ Optimum Salon Haircare Defy Breakage No-Lye Relaxer         □ Optimum Salon Haircare Amla Legend Relaxer         □ Optimum Care Bodifying Relaxer         □ Optimum Multi-Mineral Reduced pH Crème Relaxer         □ Bantu No Base Relaxer         □ Ultra Precise No-Lye Conditioning Relaxer         □ Mizani Butter Blend Relaxer         □ Mizani Butter Blend Prosolvent Relaxer         □ Mizani Classic Rhelaxer         □ Mizani Sensitive Scalp Rhelaxer

<u>Defendant</u>	Product List (Select All Applicable Products)
	<ul> <li>□ Care Free Curl – Cold Wave Chemical Rearranger Super Strength</li> <li>□ Look of Radiance Permanent Crème Relaxer Kit</li> <li>□ Other (please specify):</li> </ul>
Luster Products Company	Luster's Pink Oil Moisturizer No-Lye Conditioning Relaxer  Luster's Pink Oil Moisturizer Short Looks Texturizer  Luster's Pink Oil Moisturizer Smooth Touch Relaxer  PCJKit  PCJ No Lye Kit - Adult  PCJ No Lye Kit - Children's  ShortLooks Colorlaxer Diamond Black  ShortLooks Colorlaxer Passion Red  ShortLooks Colorlaxer Sable Brown  Other (please specify):
McBride Research Laboratories	<ul> <li>□ Design Essentials Honey Nectar Relaxer Kit - Time Release Regular Strength</li> <li>□ Design Essentials Sensitive Scalp Relaxer System</li> <li>□ Design Essentials Regular Conditioning Relaxer</li> <li>□ Other (please specify):</li> </ul>
Namaste Laboratories	<ul> <li>□ ORS Olive Oil Built-In-Protection No-Lye Relaxer – Full Application</li> <li>□ ORS Olive Oil No-Mix Salon Formula Crème Relaxer</li> <li>□ ORS Olive Oil Ultra Nourish Crème Hair Relaxer</li> <li>□ ORS Olive Oil Built-In-Protection No-Lye Relaxer – New Growth</li> <li>□ ORS Olive Oil Zone Relaxer – Targeted Touch-Up No-Lye Hair Relaxer</li> <li>□ ORS Olive Oil Curl Stretching Texturizer</li> <li>□ ORS Olive Oil Crème on Crème Touch-Up No-Lye Hair Relaxer</li> </ul>

<u>Defendant</u>	Product List (Select All Applicable Products)	
	ORS Olive Oil Mild Touch Relaxer with 60% Lower Chemical	
	ORS Olive Oil Texlax and Stretch Semi-Straightening System	
	ORS Olive Oil Girls Built-In Protection Plus No-Lye Conditioning Hair Relaxer System	
	ORS Olive Oil Girls Soft Curls No-Lye Crème Texture Softening System	
	ORS HAIRepair No-Lye Conditioning Relaxer System with Cuticle Shield	
	ORS Olive Oil Professional No-Lye Relaxer Kit	
	ORS Olive Oil Professional Crème Relaxer	
	Namasté Salon System Triple Emulsion Relaxer	
	Namasté Salon System Crème Relaxer	
	Namasté Salon System Conditioning Sensitive Scalp No-Lye Relaxer	
	Namasté Salon System Crème Relaxer Salon Trial Pack	
	Other (please specify):	
	African Pride – No Lye Relaxer Kit	
	African Pride – No Base Relaxer	
	African Pride – Multi Length Texturizer Kit	
	African Pride – Dream Kids No Lye Relaxer Kit	
Revlon, Inc./ Revlon	All Ways Natural – No Lye Conditioning Crème Relaxer Kit	
<b>Consumer Products</b>	Arosci Aromaphoric Relaxer System	
Corporation/ Revlon Group Holdings LLC/	Crème Of Nature Relaxer Cream	
Revlon	Crème Of Nature Relaxer Kit Argan Oil	
	Crème of Nature Herbarich Conditioning Crème Relaxer System Kit	
	Crème of Nature Herbarich Conditioning Crème Relaxer and Texturizing System	
	Crème of Nature Herbarich No Base Relaxer	
	Crème of Nature No Base Relaxer	

<u>Defendant</u>	Product List (Select All Applicable Products)
	Crème of Nature No Lye Relaxer
	Crème of Nature Sodium Relaxer Kit
	Crème Of Nature Cni No Lye Relaxer
	Crème Of Nature Cni Sunflower & Coconut Oil - Crème
	Crème Of Nature Eden Relaxer
	Fabulaxer No-Lye Relaxer
	Fabulaxer Gro-7
	Revlon Realistic No-Base Relaxer
	Revlon Realistic No Lye Relaxer Kit
	Other (please specify):
	African Pride Olive Miracle Deep Conditioning Crème-on-Crème No Lye Relaxer 8 Salon Pack Touch-Ups
	African Pride Olive Miracle Deep Conditioning Curls & Coils Texturizer
	African Pride Olive Miracle Deep Conditioning Curls & Coils Texturizer With Aloe Deep Conditioner
	African Pride Olive Miracle Deep Conditioning No-Lye Relaxer One Complete Application
Strength of Nature,	African Pride Olive Miracle Deep Conditioning No-Lye Relaxer, One Complete Touch-Up
LLC	African Pride Shea Miracle Texture Softening Elongating System
	African Pride Dream Kids Olive Miracle (4) Touch-Up Relaxer Kit
	African Pride Dream Kids Olive Miracle Relaxer
	African Pride Dream Kids Olive Miracle Touch-Up Relaxer Kit
	Dr. Miracle's No Lye Relaxer Kit
	Dr. Miracle's New Growth No-Lye Relaxer Kit
	Elasta QP Normal Relaxer Kit
	Elasta QP Normal Relaxer Kit 2 Applications
	☐ Elasta QP Resistant Relaxer Kit

<u>Defendant</u>	Product List (Select All Applicable Products)
	Elasta QP Sensitive Scalp Kit 12 Application Economy Pack
	Elasta QP Sensitive Scalp Kit – 4 Applications
	Elasta QP No Base Crème Relaxer
	Elasta QP SOY OYL No-Base Relaxer
	Elasta QP SOY OYL 4 Application Anti-Dryness No Lye Relaxer Kit
	Elasta QP No-Base Relaxer
	Elasta QP Extra Body No-Base Regular Relaxer
	Elasta QP Extra Body No-Base Super Relaxer
	Gentle Treatment No-Lye Relaxer Gray Kit
	Gentle Treatment No-Lye Relaxer
	☐ Just For Me Relaxer 1 Complete Touch Up Relaxer
	☐ Just For Me 4 Application Salon Pack Relaxer
	Just For Me No-Lye Conditioning Crème Relaxer Kit with Coil & Curl Cream
	Just For Me No-Lye Conditioning Crème Relaxer Kit (Super) with Oil Moisturize Lotion
	☐ Just For Me No-Lye Texture Softener System
	Just For Me No-Lye Texture Softener System with Hair & Scalp Butter
	Motions Classic Formula Smooth & Silken Hair Relaxer
	Motions Professional 12-Application Salon Pack
	Motions Silkening Shine No Lye Relaxer Kit
	Profectiv MegaGrowth Anti-Damage No-Lye Relaxer 2 Touch Up Application
	Profectiv MegaGrowth Anti-Damage No-Lye Relaxer 1 Complete Touch Up Application
	Profectiv Procision Relaxer Kit Regular
	Profectiv Relax and Refresh Kit Auburn Spice

<u>Defendant</u>	Product List (Select All Applicable Products)	
	Pro-Line Comb Thru Texturizer Kit	
	SmartPerm No-Lye Anti-Breakage Relaxer System	
	SmartPerm No-Lye Anti-Breakage New Growth Relaxer System, Smart Grow Stimulator	
	SmartPerm Smart Valu No-Lye Anti-Breakage Relaxer Kit, 4 Applications	
	Smart Perm Smart Valu Smart Gro Stimulator New Growth No-Lye Relaxer with GroRehab 4 Applications	
	☐ S&B® Botanicals <sup>™</sup> 2 Application Relaxer	
	☐ S&B® Botanicals <sup>™</sup> No-Lye Sensitive Scalp Relaxer, 1-App	
	S&B® Botanicals <sup>TM</sup> No-Mix Texturizer 2-App, with Deep Conditioner	
	☐ S&B® Botanicals <sup>™</sup> No-Mix Texturizer 2-App	
	☐ S&B® Botanicals <sup>™</sup> Relaxer 8-Touch Up	
	Soft & Beautiful No-Lye Crème Relaxer	
	Soft & Beautiful No-Lye Ultimate Conditioning Relaxer System	
	TCB Naturals Conditioning Argan Oil Vitamin E & Olive No-Lye Relaxer	
	TCB Naturals Conditioning Argan Oil Vitamin E & Olive No-Lye Relaxer, 2 Applications	
	TCB No-Base Crème Hair Relaxer with Protein & DNA	
	UltraSheen Supreme Conditioning No-Lye Relaxer	
	UltraSheen Ultra Moisturizing No-Lye Relaxer	
	UltraSheen Ultra Moisturizing No-Lye Relaxer, with Keratin	
	Other (please specify):	
7. Other r	nanufacturer(s)/product(s) used by Plaintiff not identified above:	
	:	

8. Plaintiff's use of Defendant(s) hair relaxer product(s) caused serious injuries an
damages including but not limited to the following:
Uterine Cancer
Endometrial Cancer
Ovarian Cancer
Other injuries and/or additional details (please specify):
9. Approximate date(s) of diagnosis (injury(ies)), if applicable at this time, th
form(s) the basis of Plaintiff's claim(s): On or around December 20, 2022
CAUSES OF ACTION AND THEORIES OF RECOVERY ADOPTED AND INCORPORATED IN THIS LAWSUIT
10. Plaintiff(s) hereby adopt(s) and incorporate(s) by reference as if set forth ful

- 10. Plaintiff(s) hereby adopt(s) and incorporate(s) by reference as if set forth fully herein, all common factual allegations contained in paragraphs 1 through 114 of the Master Long Form Complaint on file with the Clerk of the Court for the United States District Court for the Northern District of Illinois in the matter entitled *In Re: Hair Relaxer Marketing, Sales Practices, and Products Liability Litigation*, MDL No. 3060.
- 11. Plaintiff(s) hereby adopt(s) and incorporate(s) by reference as if set forth fully herein, the following Causes of Action and the Prayer for Relief within the Master Long Form Complaint on file with the Clerk of the Court for the United States District Court for the Northern District of Illinois in the matter entitled *In Re: Hair Relaxer Marketing, Sales Practices, and Products Liability Litigation*, MDL No. 3060:

☐ Count I – Negligence and/or Gross Negligence

	∠ Count II – Negligent Misrepresentation
	Count III – Negligence Per Se
	Count IV – Strict Liability: Design Defect
	Count V – Strict Liability: Failure to Warn
	Count VI – Breach of Implied Warranty of Merchantability/ Fitness for a Particular Use
	Count VII – Breach of Express Warranty under state law and the Magnuson-Moss Warranty Act, 15 U.S.C. § 2301 et seq.
	Count VIII – Fraud/ Fraudulent Misrepresentation
	Count IX – Fraudulent Concealment
	Count X – U.S. State and Territory Statutory Consumer Protection and Unfair or Deceptive Trade Practices Claims
	Count XI – Unjust Enrichment
	Count XII – Wrongful Death
	Count XIII – Survival Action
	Count XIV – Loss of Consortium
	Count XV – Punitive Damages
	Other Causes of Action:
12.	$\underline{Consortium\ Claim(s)\ (if\ applicable)} : The\ following\ individual(s)\ allege(s)\ damages$
for loss of cor	nsortium: <u>N/A</u> .
13.	Survival and/or Wrongful Death Claim(s) (if applicable): The following
individual(s) a	allege(s) damages for survival and/or wrongful death: N/A
JURY DEMAND	

 $Plaintiff(s) \ demand(s) \ a \ trial \ by \ jury \ as \ to \ all \ claims \ in \ this \ action.$ 

Dated this the 25th day of August, 2023.

## RESPECTFULLY SUBMITTED ON BEHALF OF THE PLAINTIFF(S),

## /s/ Tessa Cuneo

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